

METHODS AND SYSTEMS FOR INTERACTING WITH POSTERS**Abstract of the Disclosure**

5 A user detects data from a poster using a handheld appliance. The appliance then contacts a remote computer based on the data obtained from the poster, and can perform any of a variety of functions, such as purchasing tickets to a concert or movie, or downloading music. The data can be obtained from the poster in various ways, such as by optical sensing (e.g., of digital watermarks or bar codes) or by electromagnetic detection.